

<b>Organization Name: Visit Southeast Montana</b>	<b>Approval Requested</b>
<b>Project Name: Coop Marketing- Friends of Pompeys Pillar</b>	<input checked="" type="checkbox"/> <b>Final</b>
<b>Application Completed by: John Brewer</b>	<input type="checkbox"/> <b>Preliminary</b>

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Visit Southeast Montana has offered Cooperative Marketing Grants to non-profit tourism related businesses throughout the region and has asked for applications to be submitted. In the application, It is stated that the successful applicant must show that the project for which funds are being requested will benefit Southeast Montana Tourism by increasing tourism to the region. All TAC regulations must be met in order for funding to be given.

The Friends of Pompeys Pillar has requested funds to install digital signage in order to show a video promoting additional attractions in Southeast Montana to the visitors in the Pompeys Pillar National Monument Interpretive Center. If approved, these funds would be used for video equipment to be installed in the Interpretive center, consisting of a television capable of playing video without the need of a DVD player (\$1,100), Software to create the video, avoiding creative costs (\$70), a wall mount for the television (\$75), and labor/installation (\$55).

Funds for this project will be taken from the Cooperative Marketing line item under Marketing Support in the Visit Southeast Montana Annual Budget Overview.

### **Objectives**

**Include the objectives from the narrative portion of your marketing plan that support this project.**

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Website Visits
- Consumer Database
- Stakeholder Report Card

**Refer to the portions of your marketing plan, which support this project. Relevant portions of the marketing plan are on page 11 of the narrative portion.**

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives

### **How does this project support the Strategic Plan?**

- This project will support the Strategic Plan for 2013

Detail Pages attached: Yes  
No X

Visit Southeast Montana  
Coop Marketing- Friends of Pompeys Pillar

FILM/VIDEO:	State Tourism Funds	Other Funds	Total
Professional Services	\$25	\$25	\$50
Equipment	\$625	\$625	\$1,250
Total	\$650	\$650	\$1,300
Project Total	\$650	\$650	\$1,300